



NEWS RELEASE

For immediate Release
March 6, 2004

RED HOT & BLUE TO OPEN IN FALLS CHURCH

(Arlington, VA) Red Hot & Blue, the Washington area's premier bar-b-que restaurant company has announced plans to open a new Express location at the Tower Square Shopping Center on Hillwood Rd. in Falls Church this October.

The 5,000 square foot restaurant will have a small dining room with counter service and offer take-out and delivery. The facility will also be the primary kitchen for RH&B's regional catering business. RH&B has catered at everything from parties at Vice-President Dick Cheney's house to appearances by Kenny Loggins and Foghat at XM Satellite radio's Washington, DC studios.

The kitchen will meet USDA guidelines providing RH&B with the opportunity for future expansion into mail order, kiosks and other inter-state ventures.

"We're excited about coming to Falls Church", said RH&B President and Co-Founder Robert Friedman, "from talking with people in the community, I can tell these folks are bar-b-que lovers."

The restaurant will offer its award-winning, hickory-smoked bar-b-que ribs, pulled pork, chicken and brisket as well as new menu items like fried catfish, fried shrimp and southern fried chicken salad.

The restaurant will employ approximately 50 full and part-time employees.

RH&B was founded in 1988 in Arlington, VA. Today there are 35 locations in 10 states.

###

FOR MORE INFORMATION: Call Bob Friedman @ 703-526-4181.